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THE BEACH NEWS

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PAYS

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VOL. 2—NO. 15

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, February 29, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

CARPENTER MILLER

BELIEVES IN PUBLICITY IN THE BEACH NEWS

George M. Miller, the popular and industrious proprietor of the Ocean Beach carpenter shop writes as follows:

"Does it pay to advertise in THE BEACH NEWS. Read this and decide for yourself. Mr. T. J. Ford, of Albuquerque, New Mexico, a prominent property owner of Ocean Beach, concluded to build and wanting a good carpenter, consulted the ads in THE BEACH NEWS. He wrote a letter to me in answer to my Ocean Beach carpenter shop ad and I have arranged with him for the construction of a new house. It certainly pays to advertise!"

It will do your EYES good to see
CASTIEN, Rooms 16-17, Sefton
Bldg., Fifth and C. Phone 644-27.

LET'S GET 'EM HERE

LAND WANTED

IN SAN DIEGO COUNTY FOR DUTCH COLONY

News despatches state that John C. Rooker, of San Marcos and recently of Montana, acting in behalf of a Dutch settlement, is seeking information concerning from 1500 to 2000 acres of land suitable for colonization. He would like to locate them in San Diego County, and says that after a search in various parts of the state, he believes this county is the most suitable place for the colony. Mr. Rooker says that they are only waiting for the word from him as to where they will locate.

MISS PEARL ANTRIM—DRESS-
MAKING AND CORSETIER, 1776
CABLE STREET. PHONE POINT
LOMA 338 J-K.

GRAND RE-OPENING

THE MAIN RESTAURANT ON NEWPORT AVENUE

Under the resumption of the former proprietorship of Mrs. F. B. Haslam, popularly recalled as Mrs. Katherine Humason, the Main Restaurant at 5063 Newport avenue, will have a formal grand re-opening tomorrow, Saturday, March 1st, when special meals will be served at popular prices, with the customary courteous attention to all patrons. Mrs. Haslam has engaged Mrs. G. T. Leonard as her chief assistant and the motto will be "The Best Place to Eat Is at Home, and the Next Best Place Is at the Main Restaurant." Chicken dinners will be made a specialty on Sundays and the regular cuisine will be first class in every particular, while thoroughly satisfactory arrangements can be made for wedding and birthday parties upon due notice.

Just previous to the recent Yuletide holiday season "Humie," a Mrs. Haslam was familiarly known to her former patrons, surprised her many friends by taking a trip up the coast to Santa Ana, where Judge Cox united her in matrimony on December 6th to F. Bert Haslam, a well known member of the San Diego fire department. The happy couple passed their honeymoon in the Angel City and returned to San Diego where they have been residing until their recent removal to their present home at 4860 Newport avenue.

Mr. Haslam has been connected with the fire department over fifteen years and is now stationed at the headquarters on Tenth and B streets. His father, Capt. F. W. Haslam, is also an old-time fireman and is still in active service after twenty-two years with the department. Though a little belated, The Beach News staff express heartiest congratulations to "Humie"—we beg pardon, Mrs. Bert Haslam and her hubby upon their joyful voyage on the matrimonial sea and wish them a full measure of health, happiness and prosperity.



Own Your Home

The more people there are in the Beach districts who own their own homes, the better place this will be in which to live. In any home-loving community, property values increase, living conditions improve and the entire district advances, for home owners take a personal interest and pride in keeping their homes neat and attractive. Hence we feel that THE BEACH NEWS is supporting a movement that is of interest to every resident and property owner in the Beach sections of San Diego, when we editorially ask every home owner to try and influence at least one of their friends who is not a home owner to become one.

It will mean increased prosperity for all. It will create new business. It will stabilize and increase the efficiency of those who must labor for a living and it will be advantageous to those whose investment interests are centered here.

So, let us all join hands and make this community of home-owners a splendid suburb of seaside homes.



FREE! FREE!! FREE!!!
One 25c cake of Solidified Coconut Oil SHAMPOO free with six cakes of Sterne's OL-O Palm and Castile SOAP for 29c. Ocean Beach Pharmacy.

O. B. MERRY-GO-ROUND OPEN EVERY SUNDAY

Manager "Ollie" F. Davis announces that his big merry-go-round on the beach front at Santa Monica avenue and Abbott street, will be open every Sunday afternoon until the regular spring and summer season. The fare will be only five cents to everybody. Safe and sane pleasure is afforded to all patrons with a bountiful supply of new music furnished.

Men's KHAKI TROUSERS, \$2 a pair, all sizes. Children's Khaki PLAY SUITS, \$1.10 a suit. The NEWPORT SHOPPE, next to Cundell's Meat Market.

MYSTERY PACKAGES IN PASSMORE'S BARREL

Just inside the outer portal of the famous Passmore Bird and Toy store on Sixth street at B, a lucky brown and gold barrel has been placed, containing hundreds of odd gifts in assorted packages. It costs only 25 cents to pick out one of these mysterious packages and it is lots of fun to find that patrons invariably get more than a full quarter's worth with satisfaction guaranteed.

Stationery Supplies, Froide's, op. P.O.

PAVING FOR NIAGARA AVENUE

The city council has recommended that proceedings be begun for the paving of Niagara avenue, the city engineer having made a proper return on the petition of the requisite number of property owners.

Kodak Finishing FROIDE'S op. P.O.*

O. B. LUMBER COMPANY KEEPS PACE WITH BUILDING IN BEACH DISTRICT

Building material has been and is being furnished by the Ocean Beach Lumber company for the following activities in progress around the beach district:

Three-room stucco house for Walter Smith, corner Long Branch avenue and DeFoe street.

Four-room cottage on Saratoga avenue, near DeFoe street, for Mrs. Mary E. Peace.

Alterations in store on Abbott street at Santa Monica avenue for Mrs. A. H. Haines, who will open a restaurant there.

New garage for E. F. Dudley on Narragansett avenue.

New cottage for Mrs. Etta L. Crosby on Narragansett avenue between Ebers and DeFoe streets.

Contractor F. L. Lewis is building a house for N. F. Hallinger in Mission Beach.

Philip Steinbach is building a large chicken house and an extensive board fence on his property near the Catalina station on Voltaire street.

G. D. Gammon is improving and remodeling his business property on Newport avenue.

IT IS UNLAWFUL TO CATCH ABALONES

The game wardens have asked that the public be told that the closed season on abalones still is in force. It is unlawful to have abalones in one's possession until March 16th. It has been suggested that citizens of the various beach towns put up signs with the open season plainly painted thereon for the guidance of innocent pleasure seekers who are attracted to the beaches and want a souvenir of their trip.

Kodak Films, FROIDE'S. opp. P.O.*

MID-WEEK SPECIAL "LITTLE OLD NEWYORK" AT OCEAN THEATRE

Manager Ray Ericsson has gone the limit this trip toward securing that wonderful picture, "Little Old New York," as his big special at the Ocean Theatre for next Wednesday and Thursday. There are twelve reels of the remarkable production and packed houses are predicted.

Priscilla Dean will be seen in "Drifting" tomorrow (Saturday) night, and on Sunday "Daytime Wives" will be the feature, with another thrilling round of "Fighting Blood" as an added attraction.

Special for Saturday—WHIPPED CREAM PUFFS and APPLE TURNOVERS, 5c each. Ocean Beach Bakery.

EXTRA OPERA PRODUCTION

An extra performance of the opera "Hansel and Gretel" will be given at the Spreckels theatre Saturday afternoon, March 15th. The Community Service Opera Committee, under whose auspices the opera was given as a benefit for certain phases of music in the schools, announces that the complete opera, with all of the principals, the chorus of one hundred and fifty and the twenty-six piece symphony orchestra, will be presented.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

EVERY WARSHIP GONE

With the departure next Tuesday for Porto Rico of the destroyers Sloat, Melvin, Zeilin, Moody and Kennedy, the Pacific Coast will be virtually denuded of every warship in active service. The navy boys will be gladly welcomed back in the spring.

I HAVE BUYER for 4 or 5-room modern cottage (2 bed rooms), west of De Foe street; \$300 first payment, balance monthly. What have you? W. A. THOMAS, Newport and Bacon St. Phone Pt. Loma 70-W.

ELKS' CARNIVAL AT O. B. DANCE PAVILION

Tonight's the night, Friday, February 29th. The San Diego Elks have planned for a big ball and carnival at the O. B. Dance Pavilion. Manager "Bill" Benbough is 'way up in Elksdom and has decorated the huge house in fine shape for the jolly doings scheduled for tonight. The popular dance orchestra promises an exceptional program of the latest music.

Now is your time to plant your Lawn and Garden—Fresh Aggeler & Musser SEEDS at O. B. Feed, Fuel & Express. Phone Pt. Loma 20-W.

POINT LOMA LAUNDRY

POINTS THE WAY

Proud of their motto, "Let Your Linen Live Long," the industrious management of the Point Loma Laundry keeps to the fore by producing the best of work and always on time. If it's in the line of laundry, their wagons will call for and deliver anywhere, with the assurance that once a customer, always a customer. Their phone number is Pt. Loma 378.

Picture Frames, Froide's, opp. P.O.*

HOW CAMP GROUNDS PAY

Out in Illinois, one auto camp ground last year had between seven and eight hundred visitors who spent upwards of six thousand dollars with the local merchants. This year the community is increasing the size of the camp with the outlook for more revenue through an advertising campaign.

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

BOARD OF EDUCATION

RAKED OVER THE COALS

BY BEACH TAXPAYER

Editor The Beach News:

What's the matter with the Board of Education? They readily vote thousands for this and thousands for that in the way of new-fangled machinery and thing unheard of in the good old-fashioned school curriculum, but when a few hundreds are requested for some badly needed paving around school buildings, they throw up their hands in horror and plaintively cry that they are broke.

For instance, the taxpayers and property owners have paid and worked and struggled toward securing the grading, curbing and paving of Santa Monica avenue from DeFoe street to Venice avenue 'way up on the hill. In its present condition Santa Monica avenue is wholly impassable. Arrangements have been made with the council and the city engineer for making the street a modern thoroughfare, and the only stumbling block is the school house side frontage, with the statement that there is a lack of sufficient funds.

It's a burning shame that the School Board can't dig up the few hundreds needed to put the street in good condition, thus holding back one of the best public improvements at the beach for which we have all paid our full quota.

SANTA MONICA AVENUE
TAXPAYER.

BARREN AND DESOLATE

APPEARANCE OF CHURCH PROPERTY CAUSES CRITICISM

Ocean Beach, Calif., Feb. 20, 1924

Editor The Beach News,

The writer is not a regular church attendant; in fact, have not been in any one church twice in succession, during the past twenty years. Nevertheless, I have managed to keep out of jail most of the time and have not robbed or murdered anyone or ran off with another's wife.

When I attend church it is to hear some well known speaker or to enjoy some exceptionally good music. Religion does not enter into it at all. However, what I started out to say, or rather to write, was that I frequently pass by our various churches here in Ocean Beach and am always struck by the arid, parched and dry grounds surrounding the church buildings. Poor little half-withered flowers lean dismally against dry walls or droop in the sunshine literally with their tongues hanging out for a drop of water, if such a metaphor is permitted.

A wise Creator made these little flowers and shrubs, and, even in their barren position, they try to fulfill their errand upon this earth by putting out sickly little blossoms.

Often I am tempted to get my hose and give these long suffering, thirsty and neglected little friends a good long drink, but am restrained for fear my good Christian friends would misinterpret my action.

How our grown folks and our young folks, too, can attend religious services day after day without noticing these dejected messengers of Flora is a wonder to me.

There is a beautiful verse in the Bible which I am sorry I cannot quote, but it begins, "A cup of cold water given in My name."

Hope this may stimulate someone to get busy with a hose.

Sincerely yours,
H. J. DEVEREAUX.
5012 Del Monte avenue.

The BROWN MOUSE

By HERBERT QUICK

"You can't find any more scars on it," she said soberly.

"Let me see how much it has changed since I stuck the knife in it," begged Jim.

Jennie held it up for inspection. "It's longer, and slenderer, and whiter, and even more beautiful," said he, "than the little hand I cut; but it was then the most beautiful hand in the world to me—and still is."

"I must light the lamps," said the county superintendent-elect, rather flustered, it must be confessed. "Mamma! Where are all the matches?"

Mrs. Woodruff and Mrs. Irwin came in, and the lamplight reminded Jim's mother that the cow was still in milk, and that the chickens might need attention. The Woodruff sleigh came to the door to carry them home; but Jim desired to breast the storm. He felt that he needed the conflict. Mrs. Irwin scolded him for his foolishness, but he strode off into the whirling drift, throwing back a good-by for general consumption, and a pathetic smile to Jennie.

"He's as odd as Dick's husband," said Mrs. Woodruff, "tramping off in a storm like this."

"Did you line him up?" asked the colonel of Jennie.

The young lady started and blushed. She had forgotten all about the politics of the situation.

"I'm afraid I didn't, papa," she confessed.

"Those brown mice of Professor Darbshire's," said the colonel, "were the devil and all to control."

CHAPTER X

Facing Trial.

A distinct sensation ran through the Woodruff school, but the schoolmaster and a group of five boys and three girls engaged in a very unclass-like conference in the back of the room were all unconscious of it. The geography classes had recited, and the language work was on. Those too small for these studies were playing a game under the leadership of Jimmie Simms, who had been promoted to the position of weed-seed monitor.

The game was forfeits. Each child had been encouraged to bring some sort of weed from the winter fields—preferably one the seed of which still clung to the dried receptacles—but anyhow, a weed. If any pupil brought in a specimen the name of which he himself could not correctly give, he paid a forfeit. If a specimen was brought in not found in the school cabinet—which was coming to contain a considerable collection—it was placed there, and the task allotted to the best penman in the school to write its proper label. All this caused excitement, and not a little buzz—but it ceased when the county superintendent entered the room.

For it was after the first of January, and Jennie was visiting the Woodruff school.

The group in the back of the room went on with its conference, oblivious of the entrance of Superintendent Jennie. Their work was rather absorbing, being no more nor less than the compilation of the figures of a cow census of the district.

"Altogether," said Mary Talcott, "we have in the district one hundred and fifty-three cows."

"I don't make it that," said Raymond Simms. "I don't get but a hundred and thirty-eight."

"The trouble is," said Newton Bronson, "that Mary's counting in the Bailey herd of Shorthorns."

"Well, they're cows, ain't they?" interjected Mary.

"Not for this census," said Raymond.

"Why not?" asked Mary. "They're the prettiest cows in the neighborhood."

"Scotch Shorthorns," said Newton, "and run with their calves."

"Leave them out," said Jim, "and tomorrow, I want each one to tell in the language class, in three hundred words or less, whether there are enough cows in the district to justify a co-operative creamery, and give the reason. You'll find articles in the farm papers if you look through the card index. Now, how about the census in the adjoining districts?"

"There are more than two hundred within four miles on the roads leading west," said a boy.

"My father and I counted up about a hundred beyond us," said Mary. "But I couldn't get the exact number."

"Why," said Raymond, "we could find six hundred dairy cows in this neighborhood, within an hour's drive."

"Six hundred!" scoffed Newton. "You're crazy! In an hour's drive?"

"I mean an hour's drive each way," said Raymond.

(Continued next week)

FORGET IT

By Grace E. Hall

Why live it twice? If once you fail and fall,
Forget it when the sun has set that night;
Close that account, and strive but to recall
Whatever in it left a ray of light;
When habit seeks to lure you to look back
And live again in memory that day,
You'll prove your growing strength or show its lack
As you press on—or loiter by the way.

Why live it o'er? If it were sad, forget!
Your memory is a torture you may kill;
The task is not an easy one, and yet
There is a remedy in force of will;
If wrong were done, and you the act must curse,
The sooner you forget, the best for you;
Why dally with it? That but makes it worse,
Not once, but many times, you live it through.

Why linger by the bier of those dead things
That nevermore can come again your way?
If you regret, then conquer well the stings,
Nor let their poison spoil another day;
How clean and fresh the wondrous morning's dawn:
New hopes, new aims, and always one new chance
To try again, rebuilding what is gone,
With knowledge that shall present strength enhance.

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Prescriptions

QUALITY comes first—
We have it.

SERVICE comes next—
We give it.

SATISFACTION is what you want—
We guarantee it.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave.

F. H. KRAFT, Prop.

We are as close to you as your phone—Call Point Loma 70-J

Bungalow Grocery

E. H. WICKERN, Prop.

Corner Defoe and Niagara Avenue

Special CANNED GOODS WEEK

Fame Peas, reg. price 23c. Special

Sale, 6 cans for \$1.25

GELFAND'S MAYONNAISE

Buy One Bottle

and get One FREE

Canned and Bottled Goods



SAVE one-fifth of your laundry bills by taking your laundry to OCEAN BEACH BRANCH, 1906 De Foe Street, FELT'S SOFT WATER LAUNDRY.

Wet wash, 25 lbs., \$1; rough dry, starched, 5c each; no starch rough dry, 6c per lb.; flat work finished at penny a piece for everything.

Once a patron, always a patron.

SAVE twenty cents on every dollar by taking your laundry to Ocean Beach Branch, 1906 De Foe Street.

Felt's Soft Water Laundry

2044 India Street, San Diego

Phone Main 420

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street.

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JOBGING

Residence Phone

Point Loma 125-J

STORAGE

Office Phone

FEED, FUEL and HARDWARE

Point Loma 136

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

Yard and Mill — Muir Ave. and Ebers St.

Office, 5050 Newport Ave. Phone Pt. Loma 49

W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime,

New office and extra warehouses

Cement, Roofing Material, Wall

now being constructed corner Ebers

Board, Etc.

street and Muir avenue.

Lumber Estimates Cheerfully Given

LOOKING AHEAD—

Where will your business be by the end of 1925? Will you slow down during the coming years, stand still or forge ahead to greater success?

ADVERTISING NOW!

will help you build bigger and better business today and for the years to come. We'll gladly render you special advertising service for increasing trade.

The Beach Is Growing BIGGER, BETTER AND BUSIER.

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



COMPENSATION

If I find you at the end of the lane,
What care I tho the journey be long.
Tho the clouds hover near, there is nothing to fear,
My heart will be filled with a song.

If I find you at the end of the day
What care I tho the labor be hard,
My work will be play; my night turned to day,
My progress will nothing retard.

If I can find you at the end of my life,
What care I when the Reaper appears,
For mine you will be thru eternity,
Where time is not counted by years.

"SUNSET CREST" HAS

CHANGED OWNERSHIP

Mr. and Mrs. Charles M. Wheeler have sold their beautiful property, "Sunset Crest," to G. H. Vanderwater, and moved to San Diego this week. They will be greatly missed by their hosts of friends and neighbors.

ENJOYS OUR PAPER

East Cleveland O., Feb. 20, 1924.
Mrs. Kirk Smith.

Dear Katherine: I think my subscription is now due for "The Beach News," so inclosed you will find one dollar for another year.

Most sincerely wish you all good luck as in the past. I enjoy reading your paper. Kindly yours,
MRS. LAURA A. CROUCH.

ANOTHER BEACHITE

BUYS CHEVROLET COUPE

Mr. and Mrs. John J. Fitzpatrick, of 4869 Lotus street, are enjoying the comforts of a new Chevrolet coupe, just purchased from the Campbell Chevrolet Company, State and B streets, San Diego.

AMERICAN INDUSTRIES

LIGHTEN HOUSE WORK

"After one look into an American kitchen, with all its conveniences and devices to save time and work, its marvelous buttons that one has but to press to work wonders, its equipment to make everything quick, comfortable and easy, I understood America for the first time." Mrs. John Adams of London.

Dear lady, the American kitchen is the result of electric power, gas and telephone development, the greatest labor savers the world has today.

Picture Frames. FROIDE'S, opp. P. O.

P-T. A. MEETING AND SOCIAL

A regular P-T. A. meeting will be held at the Schoolhouse next Friday, March 1. After the meeting a social half hour will be enjoyed, while tea will be served.

ANYBODY AND EVERYBODY

"The old can ride as well as the young" on the magnificent merry-go-round under the management of the popular and polite "Ollie" F. Davis. The big "swing" is now open every Sunday afternoon.

GAS INDUSTRY INCREASES

ONE THOUSAND PER CENT

Sales of manufactured gas in the United States in 1923 totaled 875 billion cubic feet.

The use of gas for domestic and manufacturing purposes throughout the country increases at the rate of 400,000 customers annually.

Sales of appliances last year included 750,000 ranges, 425,000 water heaters and 400,000 furnaces.

Manufactured gas is now used in more than 5000 different ways in industrial production, an increase of 1000 per cent in ten years.

To keep up with the increased demand for service, gas companies expended \$450,000,000 in 1923.

SUBSCRIBE NOW!

CINDERELLA DANCE IS

FEATURE OF PARTY

The Prem L' Madgen Club gave a Valentine party last Friday evening at the Point Loma assembly clubhouse. Dancing and games made up the program. The feature of the evening was a Cinderella dance. The young ladies present were the Misses Ruth Varney, Edith Schofield, Nancy Yourtee, Gertrude Pfeiffer, Pheobe Cook, Betty Shropshire, Gladys White, Dorothy Seaver, Louise Cook, Dorothy Harrison, Melody McKim, Alice Hastings and May Davidson. The male contingent included Burdette Basham, Arthur Ferguson, Ben Burnham, Roy Justice, Allen Bellmont, William Porter, James Noonan, Robert Barkley, Lewis Stieger, Burton McKim and Briley Field. The hostess for the evening was Miss Dorothy Seaver, who was assisted by Mr. and Mrs. E. F. Hastings, Mr. and Mrs. W. B. Shropshire and Mrs. Burkhardt.

CORSETS made to order, cleaned and repaired. SURGICAL FITTINGS a specialty. 4960 Saratoga avenue. P. O. Box 685, Ocean Beach.

ENJOYABLE SOCIAL

One of the most delightful affairs of a social nature this week was the gathering at the home of Mr. and Mrs. Frank S. Runyon, of Newport avenue, on last Tuesday evening. Mrs. Runyon's charming hospitality was enjoyed by children and elders alike. Games were arranged for the different groups and delicious refreshments served, keeping all happily occupied until a late hour. The common expression was: "We hope this will be repeated, and soon."

Birthday Cards, FROIDE'S, opp. P. O.

PLUMBER PELTCHER

PUSHES PROSPERITY

Besides filling orders for an unusual amount of local work, "Charlie" Peltcher is busy with a number of big contracts in the residential sections of San Diego. He is also considering the preparation and publication of a trade tally sheet for the O. B. Plumbing company that will prove highly beneficial to the public in the recapitulation of all plumbing work.

Be sure and be on hand to join in the celebration of "Ham What Am" tonight at the Congregational Church. A baked ham supper and all the trimmings will be served, also an excellent program will be given. Be on time.

Miss Anna Bohlman of 4960 Saratoga avenue, returned home last Saturday from an extended visit in Los Angeles.

Miss Lula Parmelee is spending a few days at Alpine.

Mrs. H. W. Donaldson, Jr., who resides at Long Beach, has spent a pleasant week visiting her parents, Mr. and Mrs. H. A. Lyman on Cape May avenue.

Mr. and Mrs. Thomas K. Johnson, who have been sojourning here for the past month, will return tomorrow to their home in Skmakow, Wash.

Dr. Leon Smith and little "Peggy" were pleasant visitors at the "Beach News" office this week.

A marriage license has been issued to J. F. Favares and Katherine E. Soares, both of Point Loma.

Master Wayne and Maurice McGehee of Los Angeles, are spending a few days visiting their grandparents, Mr. and Mrs. J. M. Pilcher of Cape May avenue.

Mr. and Mrs. A. W. Kerr, of 4848 Niagara avenue, old-time residents of the Beach, have moved to San Diego.

Mrs. Robert J. Sterling of 4857 Saratoga avenue, has returned from a pleasant trip to San Pedro, where she visited with an old-time friend, Mrs. Thomas Burton.

According to current report, Ben Franklin's picture is on the new \$100 bill, but it can't be confirmed 'round these diggin's!

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Residence Phone Office Phone
Point Loma 16 Point Loma 72-J

Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Cape May Avenue,

Office, 5024 Newport Ave.

Mrs. E. G. Isom

PIANO TEACHER.

2151 Eber Street

Ocean Beach



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San Diego's All-Year-Round TOY LAND

CHILDREN'S Indoor and Outdoor PLAYTHINGS

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Bird and Toy Store

Sixth and B Sts., San Diego

Gold Fish and Aquariums

Bird, Dog and Cat Remedies

St. Andreasburg Canaries.

SAN DIEGO'S OLDEST BIRD STORE

J. B. MASSE'S

LOCK AND KEY WORKS

Electrical Appliances Repaired

RE-KEY ANY LOCK

Fishing Tackle Fixed Like New

1957 Abbott St., Ocean Beach

C. Townsend Brown

The Best Art Service For the Money

Commercial Designs

Posters, Signs

Shorthand

Birds and Views

4769 Niagara Avenue.

OCEAN BEACH, CALIF.

PACIFIC BEACH Community League

Organized to Advance the Best Interests of Pacific Beach

H. OWENS, Chairman.

PERCY ELDRIDGE, Vice-Chairman

J. FOWLER, Sec'y-Treasurer.

Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

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We Can Satisfy You With

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The Beach News

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4829 Saratoga Avenue,

Ocean Beach, California

IF YOU HAVE

HOUSES

For Rent

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

OCEAN THEATRE

COMING SATURDAY

PRISCILLA DEAN

—in—

"DRIFTING."

"Our Gang" Comedy.

Admission 15c and 20c

COMING SUNDAY

"DAYTIME WIVES"

Second Series, of

"FIGHTING BLOOD"

News and Comedy

Admission 15c and 20c

SPECIAL

WED. and THURS.

MARION DAVIES

—in—

"LITTLE OLD NEW YORK"

In Twelve Parts

Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

OCEAN BEACH
MERRY-GO-ROUND

The old can ride as well as the young.

ANYBODY AND EVERYBODY

CAN RIDE FOR FIVE CENTS

Merry-Go-Round

OPEN EVERY SATURDAY AFTERNOON. FARE 5c TO EVERYBODY.

T. J. ELLIS

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ESTIMATES FREE

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PLUMBING

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Army and Navy
AcademyPrep for College, West Point and
Annapolis—Enjoys University of
California's Highest Scholastic
Rating.

THOROUGH MILITARY INSTRUCTION

CHRISTIAN INFLUENCES

LAND AND AQUATIC SPORTS

ENTIRE YEAR

Located on Ocean

Phone, Pacific Beach 172

COL. THOS. A. DAVIS, Pres.

CLASSIFIED ADS

GET QUICK RESULTS

WE CIRCULATE



Is Your Name

On Our Subscription Books?

If NOT—NOW is the time

to Subscribe--at our office

or with any of our agents

\$1.00 a Year

YOU'RE READING THIS. And

so are thousands of other good people,

who would also see YOUR business announcement if placed here.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach

Sections of San Diego and the

Entire Point Loma Peninsula

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue

Ocean Beach, California

Phone Point Loma 17

KIRK SMITH Editor-Owner

KATHERINE SMITH Sec'y-Treas.

2 CENTS

A LEGAL NEWSPAPER

Subscription Price, \$1.00 a Year
IN ADVANCE

Single Copies 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a

line, averaging five words to line.

CLASSIFIED ADS—Ten cents per

line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, February 29, 1924

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

A CONTRAST

The citizen who stands on the street corner, with his hands stuffed down in his pockets, his shoulders stooped and a sneer on his face, is of no value to any community.

He is the fellow who says the fire department doesn't know how to fight a fire, and tells how it ought to be done. But he never lends a hand.

He is the fellow who complains about the ruts in the streets, but he hasn't paid any taxes for years and of course doesn't help keep them in condition.

He is the fellow who finds fault with the public schools and the teachers, but never did anything in his life to improve the schools.

He is the fellow who condemns everything and sees no good in anything.

You all know him and his type. The sooner he leaves us, the sooner we will be able to move forward.

Contrast him with the citizen who is a booster and may be counted on to help every worthy cause.

This type of citizen pays his debts and his taxes, stands for everything that is for the betterment of the place where he lives and never allows his enthusiasm for his home town to lag.

He is an asset to any community. It is men of his class who are responsible for all of the improvements that are made.

We owe it to him that we have as clean streets as we do, that our school system is as modern as it is and that we live in a place that we can boast of to our friends.

Classify yourself and see which class you belong to, which type you match. If you belong to the former, it's time for rejuvenation. If you belong to the latter, more power to you!

O. B. CARPENTER SHOP
BUSY WITH RUSH WORK

George M. Miller, proprietor of the Ocean Beach Carpenter Shop, has contracts as follows:

Remodeling of the former tea room on Newport Avenue into an up-to-date fruit and vegetable market. Two new laundry trucks for the American Laundry on Niagara Avenue to be made of the best material obtainable, so as to give better service to the public and to prevent soiling of the clothing in laundry work.

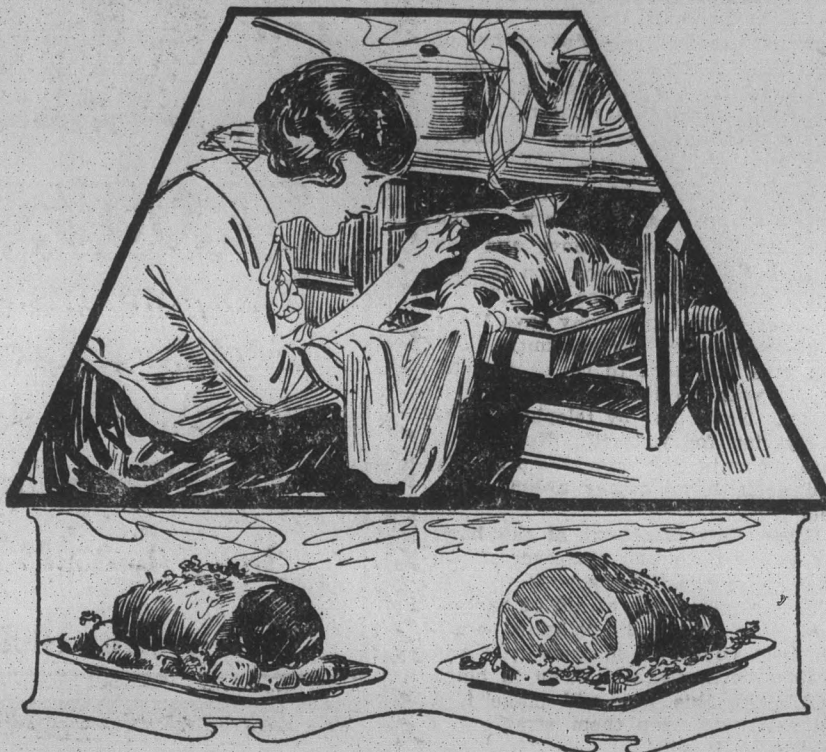
Remodeling of the Taylor building on Newport Avenue into an office and store. T. J. Ellis is doing the painting and interior decorating.

Tearing down the sidewalk and remodeling the exterior and interior of the Ocean Beach Candy Kitchen, next to Faber's Grocery on Newport Avenue.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

Canned Goods Week



GOOD THINGS TO EAT
always ready for your selection at

Faber's O.B. Grocery

The Little Cash Grocery -- Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt. Loma 248

It's Not Far to a FABER Store

ANNOUNCING GRAND OPENING
Saturday, March 1st

The 'MAIN' Restaurant

MRS. F. B. HASLAM, Proprietress. (Formerly Mrs. K. Humason)

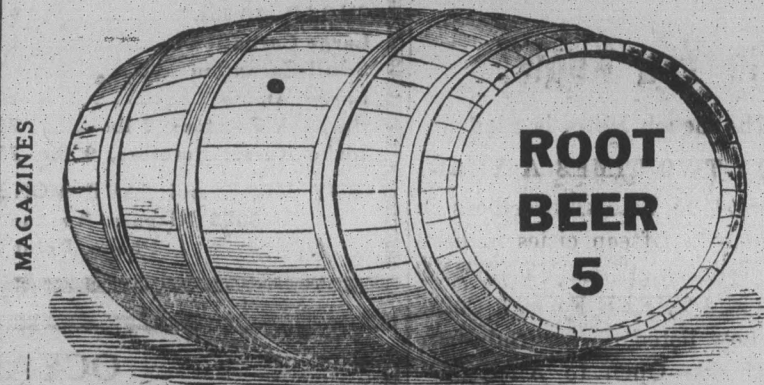
5063 NEWPORT AVENUE OPEN DAY AND NIGHT

Special Sunday Chicken Dinners Courteous Service—Popular Prices

The Best Place to Eat is at Home; The next Best Place is at the Main Restaurant.

When THIRSTY, Try the NEW CREAMY ROOT BEER

A 12-oz. Stein for 5c



Special—HIGHWAY CIGARS 10 cents straight.

3 for 25c—One Week Only.

Burkhardt's Cigar Store

5026 Newport Avenue Next to Ocean Beach Postoffice

It Takes Hot Water

To Keep Glass, Silver Ware
and China Shining

The household that has plenty of Hot Water at the turn of a faucet, will invariably have a table set with sparkling glass, china and silver.

HOT WATER—always on hand, is an absolute necessity to the well kept home.

Enjoy the dependable service
of a GAS Water Heater

Commercial Department

San Diego Consolidated Gas and Electric Co.

935 Sixth

MAIN 64

Bylesby Engineering and
Management Corporation

Dancing Every Night and Sunday Afternoon--Except Monday

BENBOUGH'S

OCEAN BEACH DANCE PAVILION

Classified ads. get quick results

CAMPBELL

STATE and B St.



Main 777

COMPANY

Don't you love to see your KID-
DIES looking spick and span!

Try our NEW METHOD of laun-
dering. We keep their clothes as
bright as a brand-new dollar!

The American Laundry

Look for our solicitor—he has a
PERSONAL MESSAGE for you.

The AMERICAN LAUNDRY

5360 Niagara Avenue

Phone Point Loma 31

CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance

I HAVE SOME LOTS for sale at
a BARGAIN. Also other lots, and
some Houses, that are not bargains,
only just VALUE. D. C. CROSBY,
4930 Muir Avenue.

FOR SALE—R. I. R. hatching eggs
\$1.00 per setting. Goat's milk.
WOODMERE, 4729 Cape May ave-
nue.

FOR SALE—Overland Touring
Car, excellent condition. A real bar-
gain. Can be seen at 1562 Cable
street, between 8 and 10 a. m. Sat-
urday and Sunday; also 3 to 5 p. m.
Sunday.

FOR SALE—Black Minorca hatch-
ing eggs, \$1.00 per setting, 4856
Saratoga Avenue. Phone Pt. Loma
146R-K.

OCEAN BEACH CARPENTER
SHOP—All kinds of repair work
done; building and remodeling; prices
reasonable. Under new management.
Call Pt. Loma 70-J.

FOR SALE—Ford delivery body.
Will sell cheap. Apply FABER'S O.
B. Grocery.

FOR SALE—Black Langshan
rooster; black or white Muscovy
ducks. 4953 Saratoga Avenue.

FOR SALE—Beautifully marked
barred rock year-old rooster; mag-
nificent breeding bird. Also White
Leghorn rooster and three young lay-
ing hens. 4829 Saratoga Avenue.

MICKIE SAYS—

WUNST THEY WUX AN EDITOR
WHO RAISED HIS AD RATE AND
TH' MERCHANTS GOT SORE 'N ALL
AGREED TO QUIT ADVERTISING! FER
A MONTH 'T BRING HIM 'T TIME
BUT 'TRADE FELL OFF SO THAT
WHEN 'T TIME WUX UP, THEY RAN
FOOT RACES TO HIS OFFICE 'T
GOT THEIR ADS GOIN' AGIN!

ESCONDIDO TRIMMED
BY BEACH NINE

With a batting rally in the eighth
inning that netted three runs, Ocean
Beach's ball club defeated Escondido
3 to 2 in a fast game on the Beach
City diamond last Sunday afternoon.

Four hits, one a Texas leaguer that
dropped back of first base and drove
in two runs, accounted for the three
Ocean Beach runs in the eighth chap-
ter.

Score:
Ocean Beach 3 7 1
Escondido 2 5 0

Religious News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. B.M.
school at 9:45 a. m. Young People
Union at 6:30 p. m.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

Sunday, March 2.—Sermon topics:
Morning, "Love and Salvation." Fol-
lowing the sermon the usual monthly
communion service will be held.
Evening, "The Eternal Call." Song
service at 7:30.

The music will include (morning),
anthem, "In His Keeping"; offertory,
"Face to Face"; cornet, Gordon
Vaughan; organ, Mrs. George
Vaughan. Evening, anthem, "Jesus,
Lover"; ukelele accompaniment,
Girls' Ukelele Club.

The women of the church and con-
gregation are requested to join in
the all-day prayer meeting to be held
at the Logan Heights Church on Fri-
day, March 7.

The young people have inaugu-
rated a contest for membership and at-
tendance to run for two months.
There is considerable ambition al-
ready manifested by both sides. The
best of the rewards of victory goes
to the side leading the best meeting
during the term.

UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL

REV. ARTHUR C. DODD, IN
CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning serv-
ice held at 5006 Niagara Avenue.

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

SPEND YOUR DIMES AND
DOLLARS AT HOME

Sunshine and Flowers

MINNESOTA VISITORS

TELL FOLKS BACK HOME

ABOUT OUR CLIMATE

Mr. and Mrs. F. D. Everett, who have been spending the past three months in Ocean Beach, domiciled at Fern Court, 5025 Narragansett avenue, left on Friday for their home in Luverne, Minn., declaring they had had the time of their lives in this land of sunshine and flowers. Mr. Everett has and will spread abroad the beauties and desirability of Southern California to his home folks, and while here sent back to the Luverne "Herald" the following impressions he received of the country:

"We are having the most pleasant winter season of our whole lives in this ideal 'land of sunshine.' Not an entire day since we came here but what the sun has shone at least a part of the day, and in by far the majority of the days there is continual sunshine. We have our windows and doors open every day, the temperature ranging from 65 to 80 above.

"Flowers of many varieties are in bloom and thriving nicely, while fresh garden truck is obtainable daily.

"Francis, who has spent each week end with us since we came, has just been assigned duty on the U. S. S. Tennessee and will sail for Panama the latter part of this week.

"As for our own health, both Mrs. Everett and myself are feeling much better than we have in years.

"While Ocean Beach is a part of San Diego we are really a city of 5000 by ourselves and are distant seven miles from the heart of San Diego, a beautiful city of 100,000 people. An electric street railway, with cars running every twenty minutes, connects us with any part of the city, while we have a live weekly newspaper called 'The Beach News' and also our own postoffice right here."



SOME PRECIOUS METAL FACTS

An ounce of gold is worth \$20.67 the world over. A cubic inch would weigh a fraction over 11 ounces and worth more than \$228. A gold brick (size of an ordinary building brick) weighs 55 lbs. and worth \$1,189.60. If you should find a chunk of gold a cubic foot in size, do not try to carry it home. It would weigh over half a ton and be worth \$397,856.16, says Editor Cooke in the "Mining and Oil News."

Subscribe for "The Beach News."
WE CIRCULATE

NEW MACHINERY FOR THE AMERICAN LAUNDRY

With a wonderful increase in the volume of business at the American Laundry, it has been found necessary by proprietor Harry Wing, to add several thousand dollars' worth of new machinery to the equipment. Under the direction of General Superintendent Ed G. Biding, an expensive modern drying tumbler has been installed for forcing cold air through laundered goods after leaving the washer.

The newest extractors have also been arranged for and there will be two extra new washing machines of the latest type, all machinery being driven by individual motors. Superintendent Biding also has instituted his remarkable secret process for preserving the color and texture of all work entrusted to his care. The laundry comes out just like new, with no fading or mixing of colors and to the entire satisfaction of all patrons.

PLUMBER BURDETTE

FINISHING CAMP GROUND

The new camp ground on the Old Town road is nearing completion, and the finishing touches in the plumbing are now being made by Edward K. Burdette, the well known plumber of 2005 Bacon street. "Ed" is also completing the plumbing installation of the beautiful new Dunbar house on Cape May avenue, and has contracted to do the plumbing on the Walter Smith residence at DeFoe street and Long Branch avenue.

Subscribe for "The Beach News."

STRAIGHT TALKS WITH AUNT EMMY

ABOUT THE HOUSE MONEY

Aunt Emmy found Molly crying as if her heart would break.

"What's the matter, Molly dear?" she asked, patting the bride's shoulder.

"Oh, Aunt Emmy, it's that horrid money. The household money is gone again, and I don't know where it went. I can't tell Ted, and yet I can't finish out the week. And I was going to save some every week, too!" she wailed.

"So that's it! It certainly does beat all how silly people are about money. Now stop crying, Molly, and tell me how much you are short this week."

"Ten dollars," sobbed Molly.

"Dry your eyes and come out with me," comforted Aunt Emmy. "Everything will be all right. The bank is soliciting small accounts. I noticed they have thrift accounts, too—"

"I don't care," sobbed Molly. "I can't have a bank account. No money."

"You are going to open both a household checking account and a thrift account. A thrift account can

be opened with one dollar, and you must put aside a certain sum every week. You should save two dollars each week. Money that you once get your hands on is mighty hard to save, so when we go to the bank we will ask them to take two dollars out of your weekly household money deposit and put it in your thrift account. The thrift account will pay interest."

"But how can I keep my bankbook straight?" sighed Molly.

"You can add and subtract, can't you?" snapped Aunt Emmy. "You went to school, you know, and the bank will be glad to show you at first. Come on, Molly, let's be going."

At the bank Aunt Emmy gave Molly a check to start her account. "You can give this back to me at the end of the year, Molly. You can save it easily. Never buy by telephone. See everything for yourself. Keep accurate accounts, pay your bills promptly and don't carry money around with you."

When they came out of the bank Molly was the proud possessor of two pass books and a check book.

"I've always been afraid of banks," said Molly, "but I didn't know people in them could be so friendly. And besides getting things down in black and white this way will make it a lot easier to keep them straight. I just know it will!"

Aunt Emmy smiled knowingly.—
ANNE B. AYMES.

WHY BANKS?

LESSON V

By J. H. PUELICHER, Chairman.

Committee on Public Education, American Bankers Association.

Why does not the banker pay *savers* as high interest on their money as he charges *borrowers* when he loans them that same money? Text books say he must charge more than he pays so as to meet *overhead expenses*, his *unavoidable losses*, and *dividends*.



J. H. Puelicher

OVERHEAD EXPENSES = cost and maintenance of the bank building, with costly equipment, such as steel vaults, so the depositors' money will be safe; light, heat, supplies, fire and theft insurance; taxes; and salaries to men and women employees of honesty and ability.

UNAVOIDABLE LOSSES = occasional unpaid loans made to those who have the misfortune to fail in business. Although bankers exercise great caution and are experts in judging business conditions and character, they sometimes have such losses. These must be met out of the gross profits from interest charged borrowers above that paid depositors—as fire insurance companies meet losses out of reserve funds created by careful investment of premiums.

DIVIDENDS = money divided among stockholders out of clear profits left over after overhead, losses and all other interests of the depositors have been fully taken care of.

Thus bankers pay depositors less interest on their savings than they charge the borrowers of those savings so that they can earn funds to meet the expenses of rendering efficient, careful and valuable services to the depositors.

INCOME TAX IN A NUTSHELL

WHO? Single persons who had net income of \$1,000 or more or gross income of \$5,000 or more, and married couples who had net income of \$2,000 or more or gross income of \$5,000 or more must file returns.

WHEN? The filing period is from January 1 to March 15, 1924.

WHERE? Collector of internal revenue for the district in which the person lives or has his principal place of business.

HOW? Instructions on Form 1040A and Form 1040; also the law and regulations.

WHAT? Four per cent normal tax on the first \$4,000 of net income in excess of the personal exemption and credits for dependents. Eight per cent normal tax on balance per cent normal tax on balance of net income. Surtax from 1 per cent to 50 per cent on net incomes over \$6,000 for the year 1923.

Mister Advertiser:

It's a highly delightful fact that The Beach News has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH
MISSION BEACH
PACIFIC BEACH
and the entire
POINT LOMA PENINSULA

BOOST Your Business with an "ad" in The Beach News, telling them who and where you are, and what you have to offer for their patronage. **CO-OPERATE!**

Please mention The Beach News in your dealings with the patrons of our advertising columns.

Do You Know?

that The Beach News is read

FIFTY-TWO TIMES A YEAR

by bona-fide Paid Subscribers in from one to fifteen cities in each of the following **THIRTY-THREE** States and **THREE** Foreign Countries, now listed on our Subscription Books—Open to All:

Alabama
Alaska
Arizona
Canada
California
Colorado
Connecticut
District of Columbia
Florida
Idaho
Illinois
Iowa
Kansas
Kentucky
Massachusetts
Mexico
Minnesota
Mississippi
Missouri
Montana
Nebraska
New Jersey
New Mexico
New York
North Carolina
North Dakota
Nova Scotia
Ohio
Pennsylvania
South Carolina
South Dakota
Texas
Virginia
Washington
Wisconsin
Wyoming

BASEBALL SCHEDULE

Northern County League

March 2.—Neighborhood House at Escondido. Chollas Valley at Carlsbad. Ocean Beach, bye.

March 9.—Neighborhood House at Ocean Beach. Escondido at Chollas Valley. Carlsbad, bye.

March 16.—Carlsbad at Ocean Beach. Neighborhood House at Chollas Valley. Escondido, bye.

March 23.—Escondido at Carlsbad. Ocean Beach at Chollas Valley. Neighborhood House, bye.

The MISSION BEACH

\$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow—
Grow With Them!

MISSION BEACH COMPANY

101 Broadway, Spreckels Theatre Building,
S.E. Cor. Broadway and First St., San Diego.

G. L. Barney—SALES AGENTS—T. A. Rife

TRACT OFFICE OPEN DAILY



Get our prices on PAINT.

H. H. REID & SON

Paints, Hardware and
Household Supplies

Complete line of Builders' Hardware, Paints, Oil and Varnish, Cement and Roofing Paper. **KITCHENWARE, HOUSEHOLD SUPPLIES.**

5050 Newport Avenue
Phone: Point Loma 49

Authorized FORD and CHEVROLET Service

Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue PHONE POINT LOMA 77-W
BEST EQUIPPED FOR SERVICE

AUTOMOBILE REPAIRING

Two Blocks East of Dance Pavilion

Ocean Beach MARKET

5065 NIAGARA AVENUE (Former Peeler Building)

SUGAR, 10 lbs. 95c	Jonathan Apples, 4 lbs. 25c
Large Carnation 10c	Newtown Pippins, 6 lbs. 25c
Small Carnation 5c	Bellefleur Apples, 6 lbs. 25c
Large Alpine 10c	Fresh Head Lettuce, 3 for 10c
Burbank Potatoes, 7 lbs. 25c	All kinds of Fresh Vegetables,
Idaho Russet Potatoes, 9 lbs. 25c	5c a bunch.

BUY HERE and SAVE MONEY The NEW O. B. MARKET
5065 Niagara Avenue (Formerly Peeler Building)
Phone, Point Loma 106 M-K.

OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting,
Estimates
Plumbers' Supplies and Heaters.

Latest Creations in Photography
VIEWS OF OCEAN BEACH
Sea Gull, Surf and Ocean Pictures

KODAK FINISHING
Complete Line of Kodaks and Films

EVERYTHING IN FRAMES
Old Photographs Copied and Mounted

FROIDE FOTO-FINISHING CO.

Prices Lower Than in San Diego
Come and Be Convinced

NEWPORT AVE., OCEAN BEACH
Opposite Postoffice



LET YOUR LINEN LIVE LONG!
IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.



The Maine Garage

STORAGE AUTO REPAIRING

ACCESSORIES

5040 Newport Avenue
Ocean Beach, Calif.

PHONE POINT LOMA 382

Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Brusch, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hassel.
Tenement House and Plumbing Inspector—A. C. Goedel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
Chief Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor—City Hall—J. Bach.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell, Superintendent, C. A. Kane.
Board of Health—J. F. Pickett, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lessem. Secretary, G. H. Silverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commissioner—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, D. A. Ellsworth, H. C. Miller, Mrs. Celia A. Dunham, Dr. Mary E. Ritter. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Huga Klauber, J. F. Howard, Jr.
Superintendent of Parks—J. G. Morley.
Executive Secretary, T. Paulson.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Athia H. Warren.

Subscribe for "The Beach News."
WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Weston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Perry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley, 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego Township)—Geo. H. Cooley, Harry E. Webber.

POSTOFFICE SCHEDULE

(H. K. Rankin, Postmaster)

• Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, the foot of Santa Monica avenue, and the phone number is Point Loma 4.

Prosperity!—Feel it, talk it, know it—Advertise!